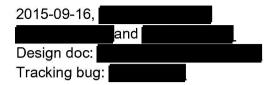
EXHIBIT 5 REDACTED

AdX Dynamic Price Optimization V2 Launch Doc



Project Summary

AdX Dynamic Reserve Price aims to increase AdX and AdSense publisher revenue earned by setting optimized reserve prices in the AdX auction from AdX buyers. ¹ In April 2015 we	
launched (Dynamic Pricing V1, that set reserve prices	
. In this launch,	
we'd like to roll out the following set of infrastructure and modeling improvements.	

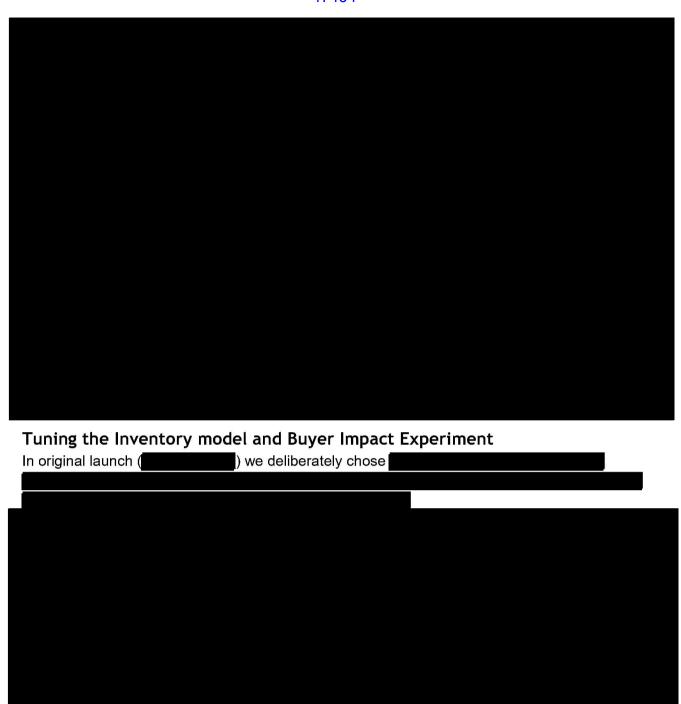
Description of Changes

This launch is comprised of 4 components.



¹ GDN/GMob bids are exempt () as is any buyer network who submits two bids, but is not.

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² To avoid dealing with differential revshares, we separate models for AdX and AdSense publishers.